

ABSTRACT

A technology by which the audience can view an advertisement related to a desire-to-see object when desiring without being compulsory from a broadcaster, is disclosed. A
5 control system (2) of the present invention controls a display device including a display unit (5) for displaying a motion picture, and a pointing unit (7) for pointing a position on the motion picture. The control system includes a unit (2) for recognizing an object in the motion picture on which the pointing manipulation
10 is effected, and a processing unit (2) for executing a predetermined process related to the object recognized.